

Message Text

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FOR WCAG

E.O. 11652: N/A
TAGS: BEXP, KS
SUBJECT: COUNTRY COMMERCIAL PROGRAM: FY-78 FIRST QUARTER
PROGRESS REPORT

REF: CCP FOR KOREA-FY'78, FY'77

1. ALL CCP CAMPAIGN TARGETS WERE MET DURING THE FIRST
QUARTER OF FY-78 WITH THE FOLLOWING EXCEPTIONS:
CAMPAIGN ONE, METALWORKING AND FINISHING EQUIPMENT: NO
EXCEPTIONS.
CAMPAIGN TWO, ENERGY SYSTEMS: NO EXCEPTIONS.
CAMPAIGN THREE, BUILDING, CONSTRUCTION AND MINING EQUIPMENT:
THERE HAVE BEEN NO TECHNICAL SEMINARS IN FY-78. ONE WAS
HELD ON SEPTEMBER 19-20, 1977.
CAMPAIGN FOUR, EDP EQUIPMENT: ONLY ONE TRADE OPPORTUNITY
HAS BEEN SUBMITTED. THERE HAS NOT BEEN A BSP SPIN-OFF FROM
TOKYO.
CAMPAIGN FIVE, EIPT AND COMPONENTS: THE EIPT AND ELECTRONIC
COMPONENTS SOLO HAS BEEN REPLACED BY ONE FEATURING PLANT
MAINTENANCE, SAFETY AND SECURITY EQUIPMENT. THE KOREA
ELECTRONICS SHOW IS HELD IN THE FOURTH QUARTER OF FY-78.
WE ARE NOT CERTAIN THAT THE LOCAL AGENTS OF U.S.
MANUFACTURERS ARE WILLING TO SUPPORT A U.S. PAVILION IN
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THE FOREIGN AREA. ONE TRADE OPPORTUNITY WAS SUBMITTED.
CAMPAIGN SIX, INSTRUMENTATION: NO TRADE OPPORTUNITIES
HAVE BEEN SUBMITTED.

2. OTHER SPECIAL POST EFFORTS
ACTIVITY ONE, MAJOR PROJECTS: NO EXCEPTIONS. DURING THE
FIRST QUARTER WE SUBMITTED EIGHT NEW PROJECT REPORTS AND

NINETEEN FOLLOW-UP REPORTS.

ACTIVITY TWO, TRADE CENTER EVENOS: DURING THE QUARTER THERE WERE ELEVEN SINGLE COMPANY AND THREE MULTI COMPANY BSP'S, SEVEN REFFIND SERVICES, AND ONE TRADE MISSION, THE SOUTH CAROLINA IOGA. THE NOVEMBER 1977 VTR SEMINAR HAS BEEN REPLACED BY THE "PACKAGING USA" VTR/QATALOG EXHIBITION SCHEDULED FOR MARCH 1978.

ACTIVITIES THREE THROUGH ELEVEN: NO EXCEPTIONS.

3. POST COMMENTS: WE BELIEVE THAT COMMERCIAL ACTIVITIES ARE PROCEEDING AT A SATISFACTORY PACE AND THAT THE GOALS AND GUIDELINES SET FORTH IN THE CCP ARE BEING MET IN A TIMELY MANNER.

THE QUESTION OF THE NUMBER OF TRADE OPPORTUNITIES TARGETED WAS BROUGHT UP DURING FY-77 AND POST/WCAG AGREEMENT WAS REACHED TO RECONSIDER THE FY-78 GOALS. WE SUGGEST THE FOLLOWING NUMBERS: CAMPAIGN ONE, 10; CAMPAIGN FOUR, 10; CAMPAIGN FIVE, 10; AND CAMPAIGN SIX, 5. WE BELIEVE THAT TRADE LEADS OBTAINED AT BSP'S, CATALOG EXHIBITIONS, AND USER FOR THE T.O. PROGRAM. WE DO NOT SEE THE NEED FOR ANY OTHER CHANGES IN THE CCP AT THIS TIME.

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